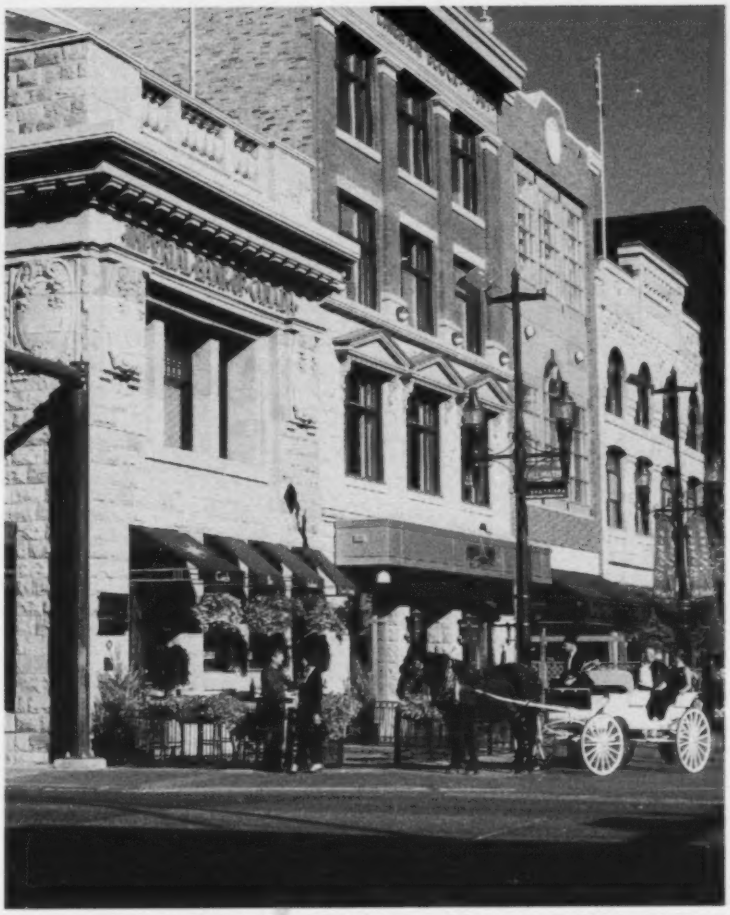

INDUSTRY PROFILES

Retail Trade Industry

July 2011

Government of Alberta
Employment and Immigration

Overview:

The Retail Trade industry[1] in Alberta includes two types of retailers:

- stores that attract walk-in customers for products and related services; and
- non-store retailers who reach customers and market merchandise via other methods (i.e. infomercials, direct-response advertising, traditional and electronic catalogues, in-home demonstrations and vending machines).

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[1] North American Industry Classification System (NAICS) major groups 44 and 45

Section A: Business Environment

1. 2010 Employment and Unemployment Numbers and Rates:

	Alberta	Retail Trade Industry
Number of employed	2,016,600	231,500
Percent employed in the industry		11.5%
Number of unemployed	140,700	14,500
Unemployment rate	6.5%	5.9%

Data Source: Labour Force Historical Review 2010, Statistics Canada

For more information on employment numbers or for a historical comparison, please go to the Labour Force Statistics[2] or Statistics Canada[3] websites.

2. Industry Growth:

- Employment in the Retail Trade industry is expected to grow on average 3.0% annually from 2010 to 2013.

For more information, see the *Alberta Modified Canadian Occupational Projection System (COPS) Outlook 2009 – 2013, Industry Employment Outlook*[4] online and the Alberta Learning Information Service (ALIS)[5] website's industry descriptions.

[2] See http://www.employment.alberta.ca/BI/67.html
[3] See: http://www.statcan.gc.ca
[4] See http://www.employment.alberta.ca/documents/LMI/LMI-LMF_2009-13_cops.pdf
[5] See http://www.alis.alberta.ca

Trends and Outlook

According to Statistics Canada's National Economic Accounts, the Retail Trade industry accounted for 5.2% of Alberta's Gross Domestic Product in 2010, up from 3.9% in 2000. This industry was the largest employer and its share of Alberta's total employment was 11.5% in 2010, down from 11.7% in 2000.

Employment in 2010 was virtually unchanged from its level in 2009. Over the last ten years, employment increased from 185,800 people in 2000 to 231,500 people in 2010.

According to *Alberta Occupational Demand Outlook 2011-2015*, employment growth in the Cashiers; and Retail salesperson and sales clerk occupations is expected to be less than 2.7%, the average for all occupations. Growth in other occupations within this industry is expected to be above this average.

3. Size of Businesses in Alberta and the Industry:

Establishment Size	Alberta Businesses		Trade** Businesses	
	Number of Employees	%*	Number of Employees	%*
Less than 20 employees	605,200	36.2%	114,400	41.6%
20 to 99 employees	565,800	33.8%	102,400	37.3%
100 to 500 employees	309,300	18.5%	52,200	19.0%
Over 500 employees	193,200	11.5%	5,800	2.1%

Data Source: Labour Force Historical Review 2010 Statistics Canada

* Percentages may not add up to 100 due to rounding.

** Both Wholesale and Retail Trade are included.

Note: Statistics Canada's survey methodology for determining establishment size differs from the one it uses in the Labour Force Survey to determine total employment. As a result, the total number of employees by establishment size will not be the same as total employment in the combined industry, except by coincidence.

Section B: Human Resources Profile

1. Occupational Information:

Some examples of occupations that can be found in the Retail Trade industry include:

- cashier;
- direct distributor;
- optician;
- pharmacist; and
- retail store manager.

For a complete listing of all occupations related to this industry as well as detailed information on education and skill requirements, visit the Alberta Occupational Profiles[6] website.

2. Demographics: Age and Gender:

According to the Labour Force Survey, the gender breakdown in the Retail Trade industry is as follows:

- women employed: 127,000 people, or 54.9%
- men employed: 104,500 people, or 45.1%

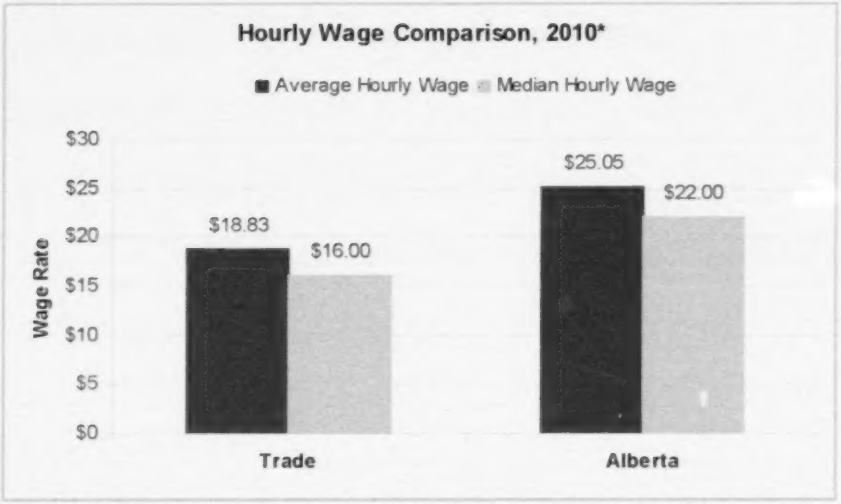
In Alberta, women accounted for 45.1% and men made up 54.9% of total employment.

Age Characteristics	Alberta Employees		Retail Trade Industry Employees	
	Number	%	Number	%
15-24 years	314,500	15.6%	76,500	33.0%
25-54 years	1,381,500	68.5%	125,400	54.2%
55 years and over	320,600	15.9%	29,600	12.8%

Data Source: Labour Force Historical Review 2010, Statistics Canada

[6] See http://www.alis.alberta.ca/occinfo

3. Wages:



Data Source: Labour Force Historical Review 2010, Statistics Canada
* The average and median hourly wages are for wholesale and retail trade combined.
Note: The average hourly wage is obtained by dividing the sum of the wages of all the employees by the total number of employees. The median hourly wage is that wage below which half the employees earn and above which half the employees earn.

Wage and Salary Information for Selected Occupations

Occupation	Average Hourly Wage			Average Annual Salary
	Starting Average	Overall Average	Top Average	
Pharmacist	$ 41.87	$ 46.67	$ 58.76	$ 93,529
Retail trade manager	$ 21.98	$ 25.95	$ 31.36	$ 55,354
Optician	$ 14.84	$ 18.39	$ 23.32	$ 36,857
Retail salesperson and sales clerk	$ 11.45	$ 14.10	$ 19.25	$ 23,567

Data Source: 2009 Alberta Wage and Salary Survey

For information on wages, refer to the WAGEinfo[7] website. For job descriptions, duties, required skills and education requirements for specific occupations in the Retail Trade industry, visit the ALIS[8] website.

[7] See http://www.alis.alberta.ca/wageinfo
[8] See http://www.alis.alberta.ca

Section C: Additional Information

Links to Selected Industry Associations:

- Retail Council of Canada
  (http://www.retailcouncil.org)
- Motor Dealers' Association of Alberta
  (http://www.mdaalberta.com)
- Alberta Pharmacists' Association
  (http://www.rxa.ca)
- Canadian Federation of Independent Business
  (http://www.cfib.ca)